



Rep Order# 7880878 Vtel# 11 Mod# 3 Status Confirmed Traffic Order# 23689  
EC'd Yes Last Received: Printed: 09/27/2012 12:27 PM 2 of 4

Showing Buylines: All Lines  
Last Received: Printed: 09/26/2012 2:31 PM

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2600  
Buyer TRACEY ROBINSON  
Phone#  
Fax#  
In. Day Program  
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Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

Time	Len	Dates	Spots/Week	Rate	Total Spots
12P-1P	:30	09/24~09/27	4	\$200.00	4

18 M-TH KSL 5 NWS-NOON  
Rating: 1.2  
Buyline Comment: 1/DAY

Time	Len	Dates	Spots/Week	Rate	Total Spots
5P-530P	:30	09/21-09/21	1	\$400.00	1

Time	Len	Dates	Spots/Week	Rate	Total Spots
5P-530P	:30	09/24-09/27	4	\$400.00	4

Time	Len	Dates	Spots/Week	Rate	Total Spots
6P-630P	:30	09/21-09/21	1	\$500.00	1

Time	Len	Dates	Spots/Week	Rate	Total Spots
6P-630P	:30	09/24-09/27	4	\$500.00	4

Buyline Comment: 1/DAY

Time	Len	Dates	Spots/Week	Rate	Total Spots
530P-9P	:30	09/22-09/22	1	\$225.00	1

NOTRE DAME

Time	Len	Dates	Spots/Week	Rate	Total Spots
630P-7P	:30	09/21-09/21	1	\$400.00	1

GAME NIGHT LIVE

Time	Len	Dates	Spots/Week	Rate	Total Spots
630P-7P	:30	09/24-09/27	3	\$400.00	3

Buyline Comment: 1/DAY

Time	Len	Dates	Spots/Week	Rate	Total Spots
7P-8P	:30	09/25-09/25	1	\$3,800.00	1

THE VOICE

Time	Len	Dates	Spots/Week	Rate	Total Spots
8P-9P	:30	09/21-09/21	1	\$1,400.00	1

GRIMM-NBC

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Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2680  
Buyer TRACEY ROBINSON  
Phone#  
Fax#  
In Day Program  
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40 F DATELINE FR-NBC  
Rating: 3.4

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLAVERS LANE  
ALEXANDRIA, VA 22314  
Agency CPI/P2/E 155426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm	Rep Office ( )	WASHINGTON
Salesperson ( )	JAMIE ANDRUS	
Salesperson Phone#	202-872-1155	
Salesperson FAX#		

Time	Len	Dates	Spots/Week	Rate	Total Spots
9P-10P	:30	09/21-09/21	1	\$1,100.00	1

41 SU KSL NFL EDITION  
Rating: 6.7

42 M-TH KSL 5 NEWS-10  
Rating: 7.3

46 SA KSL 5 NEWS-10  
Rating: 5.5

47 SU KSL 5 NEWS-10  
Rating: 8.6

48 F TONITE SHW  
Rating: 3.4

49 TU-W TONITE SHW  
Rating: 3.4

51 SA SPORTS BEAT SA  
Rating: 3.0

52 SU SPORTS BEAT SU  
Rating: 4.4

53 TH TODAY SHOW  
Rating: 3.0

54 TH DR. PHIL  
Rating: 3.0

Buyline Comment: 1/DAY					
10P-1035P	:30	09/24-09/27	4	\$1,800.00	4
10P-1035P	:30	09/22-09/22	1	\$1,200.00	1
10P-1035P	:30	09/23-09/23	1	\$2,100.00	1
1035P-1137P	:30	09/21-09/21	1	\$550.00	1
1035P-1137P	:30	09/25-09/26	2	\$550.00	2
1035P-1105P	:30	09/22-09/22	1	\$375.00	1
1035P-11P	:30	09/23-09/23	1	\$475.00	1
1P-2P	:30	09/27-09/27	1	\$200.00	1
3P-4P	:30	09/27-09/27	1	\$200.00	1

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Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Salesperson Phone# 202-872-1155  
Salesperson FAX#

—REPORT TOTALS—

Report Totals: 52 / \$31,425.00

—SALES MONTHLY TOTALS—

Sep 12: 52 / \$31,425.00

Sales Totals: 52 / \$31,425.00

Station Totals: 52 / \$31,425.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$104,750

KTVX 0%

Books null  
Demos RA35+